

## 11<sup>th</sup> World Administrators Summit COUNTRY REPORT

**COUNTRY: BRAZIL**

**REPORT SUBMITTED BY: PEPITA SOLER**

**ASSOCIATION / NETWORK / ORGANISATION: PEPITAS SECRETARIES CLUB**

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As stated in [Administra](#), monitoring and evaluating the World Action Plan is as important as identifying the objectives and strategies of your Association/Network. A major advantage of monitoring and evaluation is that Associations/Networks can learn a great deal about themselves, and how to lead, manage and improve their own activities and status by implementing this Action Plan. Another advantage is to ensure that the World Action Plan is helpful to Associations/Networks throughout the world in developing their own strategic or business plans.

Each country sending delegates to a World Administrators Summit is asked to report against a selected Goal in [Administra](#).

The Country Reports will be shared on the WA-Summit website as pre-read for the 11<sup>th</sup> WA-Summit.

**Please explain how your Association/Network/Organisation is using Goal 1 to develop your activities:**

### Goal 1: Managing Administrative Skills

#### **Objective 1.1: Enhancing the perceived value of administrative/office professionals:**

**The Pepitas Secretaries Club offers several activities and communication actions to enhance the professional value and importance of the profession practice, as introduced below:**

- **YouTube Channel Pepitas Secretaries Club:**
  - o Interview C-level Secretaries to share their personal and professional journey;
  - o Interview Human Resources Leaders to talk about how they perceive the role and value of the Executive Assistants;
  - o Interview Secretaries and their Leaders;
  - o Interview authorities and influencers in Secretaries universe;
  - o Interview professors, speakers and specialists;
  - o Secretaries Club President messages to the whole Secretaries Community.





WORLD ADMINISTRATORS

SUMMIT

- **Social Media – Pepitas Secretaries Club:**
  - o Communication weekly plan with messages and images to enhance the professional value with educational, inspirational and motivational messages.
  - o Instagram – engagement campaigns to interact with Community, sending powerful questions to hear their voice.
  - o LinkedIn Company Page – sharing articles, posts, from Club, Brazil and International Partners.
  - o Club's Social Media – Pepitas Secretaries Club: LinkedIn / Instagram / Facebook / Twitter
  
- **BLOG - Pepitas Secretaries Club**
  - o Educational and Motivational Articles, from Brazil and International Partners.
  
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- **LIVES – Instagram**
  
- Monthly LIVES with C-level Assistants and Influencers to share their vision, thoughts and journeys on the profession.
  
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- **LIVE PANELS – Zoom Platform**
  - o Monthly LIVES with Speakers, C-level Assistants, and Influencers, to talk about the value and importance of the Executive Assistant professional, with discussions to share visions, experiences and motivate professionals to connect with their value and make their Voice be heard.
  - o Intercultural Panels connecting Brazil – World – Brazil.



**Objective 1.2: Increase awareness of the value of administrative skills in business:**

The Club has as Educational Center: **Global Innovation Academy for Executive Assistants**, to promote several educational meetings, masterclasses, lectures, webinars, emotional intelligence and creativity immersion programs, interactive panels, as an ongoing and continuous lifelong learning activities.

The Club was created in September 1996, and today counts with more than 15 thousand members. All educational programs, networking gatherings, programs and activities of the Club has the mission of connecting the Community with best practices of the profession, modern assistants skills and their strategic and human value for business and their community.

Since 1996 we promote International Educational Secretaries journeys abroad, taking groups of C-level Executive Assistants, of the major Brazil and International Corporations, to US, Europe and South America destinations, for international immersion programs. On this special international activity we integrate learning experience, intercultural gatherings with secretaries of the destination, network activities with our program partners as airline company, hotel properties and destination. This program is the most effective way to value the C-level Assistants by their Leaders and Human Resources Management, due it reinforces the role of a Leader Assistant of the Secretaries that participate in this international experience.

The Club has a particular and remarkable focus to develop the mindset and skills of the Executive Assistant as a Business Partner as well as showing their important role as a connector, facilitator, leader's trustful creative partners based on a strategic view of their business goals, discussed with their leaders and shared with their teams.

OBS.:

*All the above actions described on Objective 1.1 we also apply when disseminating knowledge and/or talking about further business skills for the Executive Assistants.*



**Objective 1.3: Have globally recognised credentialing/accreditation:**

We are working on that with our international partner. We will be able to share this information on a later date.

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**Objective 1.4: To encourage businesses and the global community to view the administrative/office professionals' role as a career:**

We focus on that on our interaction with the Human Resources of Corporations and on our regular meetings with our Directors, Council Board and Ambassadors of our Club.

Since 30 of September of 1985 the Law 7377 regulates the Profession, and we have several universities that provide a Secretarial Degree. There is an academic career for the Secretariat in Brazil too. \*Most of the academic members are Masters, Doctors and Post Doc Professors.

Moreover to the secretarial course as a bachelor level, there are a few post-graduate level courses in Executive Advisory. Many professionals with a degree on other courses enrol on the Executive Advisory post-graduation courses in order to develop and expand their knowledge in the executive assistants work area.

We do also believe that it is important to mention that, whether undergraduate or graduate, the training is in fact quite comprehensive as they cover the learnings about accounting, marketing, communication, people management, economics, public relations, international relations, events management, among other areas.

The Profession has its trade union representatives on the major Brazilian states and Regional Secretariat Committees.



On the business corporations there are Secretaries / Assistants endowed with a university degree and there are also Secretaries / Assistants which have a degree on other academic qualifications such as administration, finances, marketing and Top level Assistants have MBA, specializations, post-graduation on many fields as Project Managers, Human Resources, Marketing, Business Management, Education, among others.

A significant part of Corporations has still not realized the whole role played by secretariat professionals nor the improvement they could provide as a part of the team and a key element in business.

**Objective 1.5: Achieve common understanding between training providers, administrative/office professionals associations and employers about the value of a required qualification and/or credentialing/accreditation:**

Brazil is a huge country with thousands of corporations (national, international, multinationals), in private or public service. Our Club works as an activist spreading the word out, among the Executive Assistants – and when we have the chance, among some of their Human Resources Managers and Leaders.

We make use of our biggest annual event, the **FISEC - Forum of Innovation for the Executive Assistants** to gather the best speakers of Brazil and the world to disseminate the most important information about the role, soft and hard skills, digital tools, creativity, emotional intelligence, transformations, innovations, best practices, professional required/expected qualification, the future of the profession and the whole value of this important and strategic position.

On the pandemic year, we were able to deliver the **FISEC as a hybrid event**, and counted with the presence of more than **650 participants, on 17 countries and 16 brazilian states**, on a 360 Virtual Platform, with the present of virtual exhibitors booths of the Clubs partners. The Brazil Speakers were present of the stage of the WTC Events Center, São Paulo, and our International Speakers participated on the virtual stage.



The Club reinvented totally the way to communicate, to promote our educational programs and to motivate the networking gatherings with our community and also with the global community.

We have a very strong group of **Directors, Council Board and Project Leaders** that design, create and deliver all the **Projects to the Brazil Community**. They are all C-level Secretaries, Professors and Influencers of the Secretariat Community. We also have **Ambassadors** that spread the word out to disseminate the messages to all 5 regions of Brazil.

**Objective 1.6: Associations contribute to recognise the professional and personal development of their administrative/office professional members:**


This is one of our main goals and our action plan has a special focus to contribute to the value and recognition of the professional and promote personal / professional development of our Brazilian Community.


We have as part of our mission and values to support Brazil Secretary Community as a whole, so we offer the educational and network activities to students, professors, secretaries of all generations, senior and experience top management secretaries, retired secretaries and have a special program to give all types of emotional support and training/mentoring activities to the unemployed secretaries, that is increasing in the pandemic era.

We are able to offer high quality programs and gather our partners to participate in this social responsibility events that our Club promotes. Human Resources Managers, Mentors, LinkedIn specialists, Mental Health professionals, Leader Assistants, contribute with their time and knowledge on the social projects that we created for our unemployed colleagues.



**Follows our Mission and Values:**





**WHO ARE WE?**


Pepitas Secretaries Club was founded in 1996 by Pepita Soler and is the largest Executive Secretariat Club in Latin America with more than 15,000 members.


**MISSION**  
The Club's mission is to promote the development of the Secretariat. innovating, generating synergy, creative learning, knowledge and contributing to build up a differentiated category of high-performance professionals, in the personal and professional spheres.


**VALUES**  
**INNOVATE** - Create and transform  
**EMBRACE** - Empathy, affection, and union  
**CONNECT** - Share and influence positively  
**DEVELOP** - Potentialize and evolve

Our brand is **INNOVATION. POSITIVITY. DEVELOPMENT, RELATIONSHIP and CONNECTIVITY.**


Follow our social networks:

 @pepitassecretariesclub

 /pepitassecretariesclub

 Pepita Soler | Company Page: Pepitas Secretaries Club

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**Objective 1.7: Investigate the logistics of forming an international body to look at developing a global framework in which qualifications, accreditation, certification and professional development could be recognized internationally.**

We are working on that with our most important International Partner, Lucy Brazier, CEO of Executive Support.



Follows our social media:

#PEPITASSECRETARIESCLUB

## CONHEÇA OS NOSSOS PERFIS NAS REDES SOCIAIS

-  @pepitassecretariesclub
-  Pepitas Secretaries Club
-  /pepitassecretariesclub
-  @pepitassecretariesclub
-  @PepitaSoler



Conteúdo dedicado para o seu desenvolvimento profissional  
Novidades, eventos e ações educacionais  
Lives com especialistas e profissionais da área de secretariado

